

Keys to personal branding



01

Build your **online reputation** by choosing your tone and interacting with your followers.

02



Listen to your followers, **analyse the competition** and constantly improve to keep your brand updated.



03

Get to know your **potential customers** -their needs and expectations- and, from there, plan your positioning.

04



Define the skills that differentiate you and determine your **competitive advantage**, that is what makes you unique.



05

Pay close attention to communication and take care of your **brand image** (name, logo and claim).